## **ORDER**

**Orders** Order / Rev: 108182 06866919 Alt Order #: Product Desc: D.TARKANIAN FOR CONG KSNV Estimate: Flight Dates: 10/24/12 - 11/06/12 Primary AE: Amy McCreary Original Date / Rev: 10/23/12 / 11/12/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Name: Sandler-Innocenzi, Inc. Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 705 Prince St. Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser **Tarkanian for Congress** Name: Demographic: A35+ New Business Thru: **Product Codes:** PLC02 00:05:00 Order Separation: SELECT PRIORITY CODE Priority: Advertiser External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	28	\$17,275.00	\$14,683.75
10/29/12	11/06/12	58	\$42,100.00	\$35,785.00

## **Totals**

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	28	\$17,275.00	\$14,683.75	0.00
November 2012	58	\$42,100.00	\$35,785.00	0.00
Totals	86	\$59.375.00	\$50.468.75	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	25%	\$59,375.00
Market	100%	\$237 500 00

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$71,250.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$59,375.00
KTUD	1%	\$2,375.00
KVVU	15%	\$35,625.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$9,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tim	ne Days	Len Sp	ots	Rate Pri	Rtg Type_	Spots	Amount
E 1	KSNV	10/24/12	11/06/12	Wake Up Early w/	Wagn <b>6</b> M	430a-5a	MTWT	:30	5	\$100.002	0.00 NM	4	\$400.00
				Wake Up Early W	agners								
	WAKE V	W/WAGNE	R										
	<u>Star</u>	rt Date E	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						

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Order / Rev: 108182 Advertiser: Tarkanian for Congress

Alt Order #: 06866919 Product Desc: D.TARKANIAN FOR CONG KSNV

Flight Dates: 10/24/12 - 11/06/12 Estimate:

Ln Ch	Start	End	Inventory Cod	le Break	Start/End T	ime Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 1 KSN\	/ 10/24/1	12 11/06/12	Wake Up Early Wake Up Early	-	430a-5a	MTWT	- :30	5	\$100.002	0.00 NM	4	\$400.00
WAKE	W/WAGI	NER		-							i	
<u>S</u> 1	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					i	
Week: 10		10/30/12	MTWT	5	\$100.00	0.00						
	h Date Ra	-	<u>escription</u>		t/End Time		<u>Weekdays</u>	Leng		Rtg Type	i	
			Vake Up Early w	/ Wagners 430a	a-5a		MTWTh	::	30 <del>(\$100.00)</del>	0.00 <i>NM</i>	i	
_	Inresolved		FINOT AVAILA	DIE DATE							i	
-			E] NOT AVAILA				MATHEMA		00 (0100 00)	0.00 1/14		
			Vake Up Early w	/ Wagners 430a	a-5a		MTWTh	.:	30 <del>(\$100.00)</del>	0.00 NM	1	
_	Inresolved		TI NOT AVAILA								1	
ر. Week: 10		11/06/12	E] NOT AVAILA	DLE RATE	\$100.00	0.00					ł	
	h Date Ra		escription		t/End Time	0.00	Weekdays	Leng	th Rate	Rtg Type	1	
			Vake Up Early w				MTWTh		30 <del>(\$100.00)</del>		1	
	nresolved		rano op Lany m	Wagnord 1000				. `	30 (\$700.00)	0.00 74177	1	
_			E] NOT AVAILA	BLE RATE							1	
-			Vake Up Early w		a-5a		MTWTh	::	30 <del>(\$100.00)</del>	0.00 NM	1	
	nresolved			g					(+ : )		1	
[.]	NOT AVA	ILABLE RAT	E] NOT AVAILA	BLE RATE							1	
8 KSN	V 10/31/1	2-11/06/12 V	vake Up Early w	/ Wagners 430a	a-5a		MTWTh	::	30 <del>(\$100.00)</del>	0.00 NM	1	
	nresolved		, ,	ŭ					,		1	
7]	IA RUNS	AFTER POL	LS CLOSE]								i	
10 KSN	V 10/31/1	2-11/06/12 V	Vake Up Early w	/ Wagners 430a	a-5a		MTWTh	::	30 <del>(\$100.00)</del>	0.00 NM	1	
U	nresolved	1									i	
[.]	NOT AVA	ILABLE RAT	E] NOT AVAILA	BLE RATE							i	
E 2 KSN\	/ 10/24/1	12 11/06/12	M-F 5-6a Wake	eUp w/Wa@M	5-6a	MTWTF-	- :30	3	\$450.001	0.00 NM	6	\$2,700.00
			M-F 5-6a Wake	eUp w/Wagners							1	
WAKE	W/WAGI	NER									1	
<u>S</u> 1	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>					1	
Week: 10		10/30/12	MTWTF	3	\$450.00	0.00					i	
Week: 10		11/06/12	MTWTF	3	¥	0.00						
E 3 KSN\	/ 10/24/1	12 11/06/12	M-F 6-7a Wake		6-7a	MTWTF-	- :30	4	\$700.001	0.00 NM	8	\$5,600.00
10/01/5		NED	M-F 6-7a Wake	eUp w/Wagners							1	
	W/WAGI		\\/ = =     = =	Consta //// and	Data	Datina					i	
	tart Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating					i	
Week: 10 Week: 10		10/30/12 11/06/12	MTWTF	4	\$700.00 \$700.00	0.00 0.00					i	
		11/06/12		CM	658a-9am	MTWTF-	- :30	4	\$900.001	0.00 NM	8	\$7,200.00
L 4 KON	10/24/1	12 11/00/12	Today Show	Civi	030a-3am	MIWIF	50	7	ψ900.001	O.OO INIVI	Ů	ψ1,200.00
TODA	Y SHOW		roday onow								1	
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					1	
Week: 10		10/30/12	MTWTF	4	\$900.00	0.00					i	
Week: 10	0/31/12	11/06/12	MTWTF	4	\$900.00	0.00					i	
E 5 KSN\	/ 10/24/1	12 11/06/12	Rachael Ray	CM	11am-12pm	MTWTF-	- :30	2	\$325.001	0.00 NM	4	\$1,300.00
			Rachael Ray		•						1	
RACH	AEL RAY										1	
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>					1	
Week: 10		10/30/12	MTWTF	2	\$325.00	0.00					1	
Week: 10		11/06/12	MTWTF	2	\$325.00	0.00					1	
E 6 KSN\	/ 10/24/1	12 11/06/12	Noon News	CM	12-1230pm	MTWTF-	- :30	2	\$425.001	0.00 NM	4	\$1,700.00
NIE NA CO			Noon News								1	
NEWS	_	E-4 D-1	\\/	01-04-	D-1-	Datin -					1	
	tart Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating					1	
Week: 10 Week: 10		10/30/12 11/06/12	MTWTF	2	\$425.00 \$425.00	0.00 0.00					1	
		11/00/12			1230-1p	MTWTF-	- :30	3	\$325.001	0.00 NM	6	\$1,950.00
L / NOIN	10/24/1	ı_ ı ı/UU/12	The Agenda 12		1200-1P	MIMIF-	.50	J	ψυ <b>∠</b> υ.υυ Ι	U.UU INIVI	· ·	ψ1,900.00
NEWS	8		The Agenda 12	-00piii							1	
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating					1	
Week: 10		10/30/12	MTWTF	3	\$325.00	0.00					1	
Week: 10	0/31/12	11/06/12	MTWTF	3	\$325.00	0.00					1	
-	_							_			-	

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Order / Rev: 108182 Advertiser: Tarkanian for Congress

Alt Order #: 06866919 Product Desc: D.TARKANIAN FOR CONG KSNV

Flight Dates: 10/24/12 - 11/06/12 Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Γime Days	Len Sp	ots	Rate Pri	Rtg Type	Snots	Amount
			NEWS 3 at 4 (1		4-5pm	MTWTF-		5	\$725.001	0.00 NM	9	\$6,525.00
			4PM NEWS (1 h	,	(4:30 PM-5:0	00 PM)			,			<b>,</b> , ,
NEWS Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/24		10/30/12	MTWTF	<u>5pots/vveek</u>	\$725.00	0.00						
Week: 10/31		11/06/12	MTWTF	5	\$725.00	0.00	<b>M</b> / L - L		auth Data	Dt T		
	Date Ra 10/31/12		<u>escription</u> 'EWS 3 at 4 <i>(1 H</i> 0		t/End Time m /	4:30 PM-5:00	<u>Weekdays</u> <i>P</i> MTWThF	<u>Len</u>	<u>gtn                                    </u>	Rtg Type		
	solved	11,00,1211	2110 0 00. 1 (1110	707.9	(	7.00 T W 0.00	,		.σο (φ/2σ.σο)	0.00 / 111/		
			S SPECIAL ELEC		•							
E 9 KSNV 1	10/24/1	2 11/06/12	M-F Early News M-F Early News	CM	5-630p	MTWTF-	:30	3	\$1,200.001	0.00 NM	6	\$7,200.00
NEWS			W-I Larry News									
	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/24 Week: 10/31		10/30/12 11/06/12	MTWTF MTWTF		\$1,200.00 \$1,200.00	0.00 0.00						
			Ralston Reports	CM	730-758pm	MTWTF-	:30	5	\$900.001	0.00 NM	9	\$8,100.00
			FacetoFace/Rals	ton Report	·							
RALSTO	N Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/24		10/30/12	MTWTF	<u>5pots/vveek</u>	\$900.00	0.00						
Week: 10/31		11/06/12	MTWTF	5	\$900.00	0.00			5.	D. T		
	Date Ra		escription alston Reports		t/End Time 758pm		Weekdays MTWThF	<u>Len</u>	<u>gtn                                    </u>	Rtg Type		
	solved	11,00,121	alotor rioporto		. оор				.σο (φοσσ.σο)	0.00 / 111/		
			S SPECIAL ELEC									
E 11 KSNV 1	10/24/1	2 11/06/12	M-F News 3 at El M-F News 3 at E		11pm-1135ր	om MTWTF-	:30	2	\$1,200.001	0.00 NM	4	\$4,800.00
NEWS			W-I News 5 at L	ieveri								
	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/24 Week: 10/31		10/30/12 11/06/12	MTWTF MTWTF		\$1,200.00 \$1,200.00	0.00 0.00						
E 12 KSNV			Vegas Inc.	CM	6:30-8pm	9	5- :30	1	\$225.002	0.00 NM	2	\$450.00
\/F0^0			Vegas Inc.									
VEGAS II Start	Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/22		10/28/12	S-	1	\$225.00	0.00						
Week: 10/29		11/04/12	S-	1	\$225.00	0.00						
E 13 KSNV	10/27/1	2 11/04/12	Sa-Su News 3 at Sa-Su News 3 at		11pm-1135ր	omS	SS :30	1	\$1,100.001	0.00 NM	2	\$2,200.00
NEWS			Oa Ou News 5 at	Licveii								
·	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22 Week: 10/29		10/28/12 11/04/12	SS SS		\$1,100.00 \$1,100.00	0.00 0.00						
			News 3 Sunrise -		6a-7a	9	5- :30	1	\$350.001	0.00 NM	2	\$700.00
NEWO			News 3 Sunrise	SATURDAY								
NEWS Start	Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/22		10/28/12	S-	1	\$350.00	0.00						
Week: 10/29		11/04/12	S-	1	\$350.00	0.00						
E 15 KSNV	10/27/1	2 11/03/12	Saturday Today Saturday Today	CM	7a-9am	5	5- :30	1	\$625.001	0.00 NM	2	\$1,250.00
SAT TOD	DAY		Janaraay 10ady									
	<u>Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22 Week: 10/29		10/28/12 11/04/12	S- S-	1	\$625.00 \$625.00	0.00 0.00						
			News 3 Today - S		9am-930am		5- :30	1	\$500.001	0.00 NM	2	\$1,000.00
NEWO			News 3 Today -	SAT								
NEWS Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/22	2/12	10/28/12	S-	1	\$500.00	0.00						
Week: 10/29	9/12	11/04/12	S-	1	\$500.00	0.00						

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Order / Rev: 108182 Advertiser: Tarkanian for Congress

Alt Order #: 06866919 Product Desc: D.TARKANIAN FOR CONG KSNV

Flight Dates: 10/24/12 - 11/06/12 Estimate:

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 17 KSNV 10/28/	12 11/04/12	News 3 Sunrise -	SUND&M	6a-7a	S	:30	1	\$350.001	0.00 NM	2	\$700.00
		News 3 Sunrise S	SUNDAY								
NEWS											
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/22/12	10/28/12	S	1	\$350.00	0.00						
Week: 10/29/12	11/04/12	S	1	\$350.00	0.00						
E 18 KSNV 10/24/	12 11/06/12	M-F Jeop/Wheel	CM	630-730pm	MTWTF	:30	2	\$1,300.001	0.00 NM	4	\$5,200.00
		M-F Jeopardy/W	heel of Fortune	)							
JEOPARDY/W	HEEL										
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/24/12	10/30/12	MTWTF	2	\$1,300.00	0.00						
Week: 10/31/12	11/06/12	MTWTF	2	\$1,300.00	0.00						
E 19 KSNV 10/28/	12 11/04/12	Sports Night in La	as Vega©M	Sun 1135p-	1200as	:30	1	\$200.002	0.00 NM	2	\$400.00
		Sports Night in L	as Vegas								
SPORTS NIGH	IT		-								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/22/12	10/28/12	S	1	\$200.00	0.00						
Week: 10/29/12	11/04/12	S	1	\$200.00	0.00						

Totals 86 \$59,375.00